

WEST BLVD. & DONALD ROSS RD. PROPOSED DEVELOPMENT



November 15, 2018

WELCOME

**Rhonda Anderson, COO
YMCA of Greater Charlotte**

WHY STRATFORD RICHARDSON YMCA





Dennis LaCaria
Mecklenburg
County





**COMMUNITY
RESOURCE
CENTER**



YMCA



LIBRARY



**COMMUNITY
RESOURCE
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YMCA



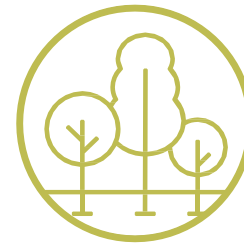
LIBRARY



RESIDENTIAL



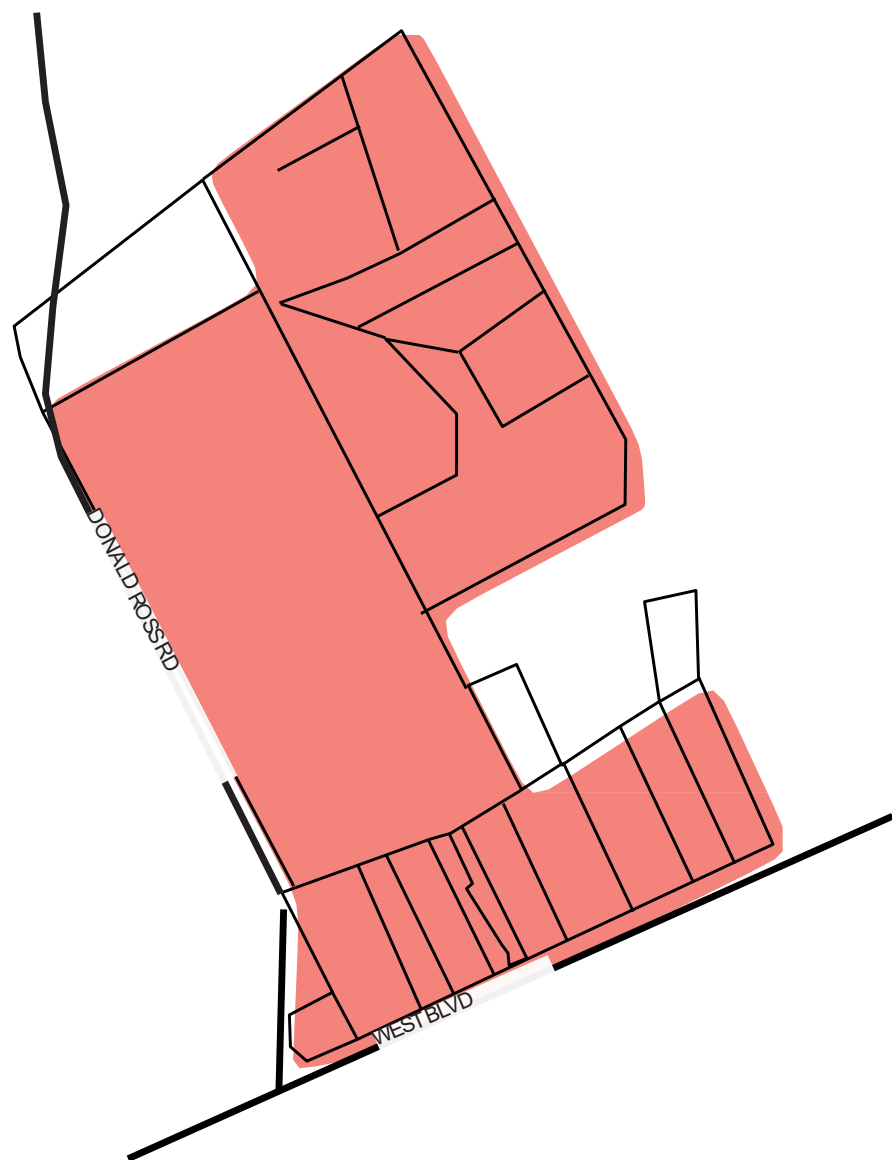
COMMERCIAL



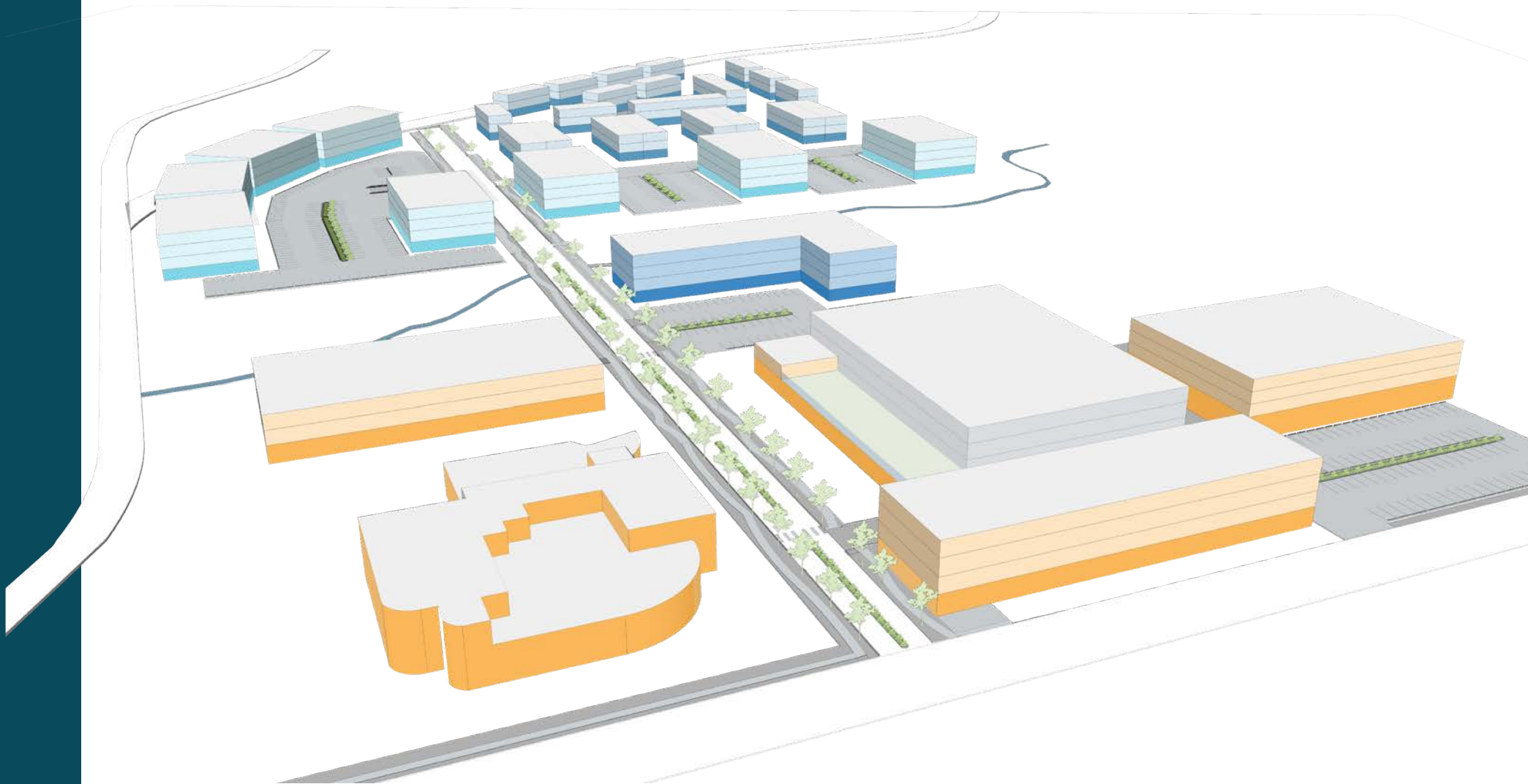
**COMMUNITY
SPACE**

An aerial photograph of a school campus. The main building is a large, L-shaped structure with a white roof and brick walls. To the right of the building is a large, paved parking lot with many spaces, some of which are filled with cars. A road with a crosswalk runs between the building and the parking lot. In the background, there are trees and a grassy field. The text "PROSPECT LANDING" is overlaid on the left side of the image.

PROSPECT LANDING





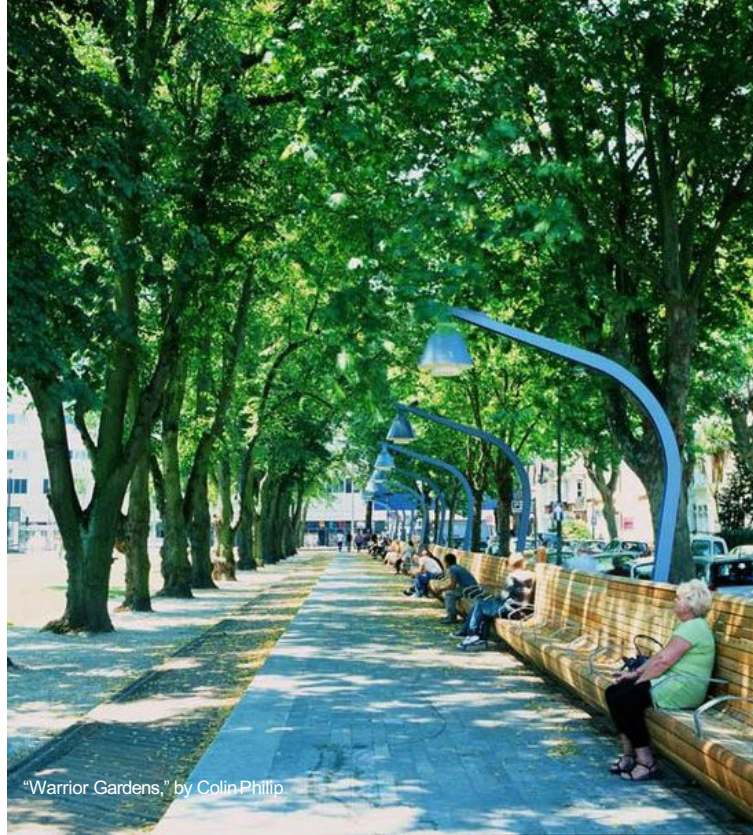








"Lonsdale Street," by MosaicHomes



"Warrior Gardens," by Colin Phillip



"Blooming City," by BureauB+B



"Tianjin Qiaoyuan Park" by Turenscape Landscape Arch.



"Fremont Row," by MosaicHomes



"The Green End," by OSA



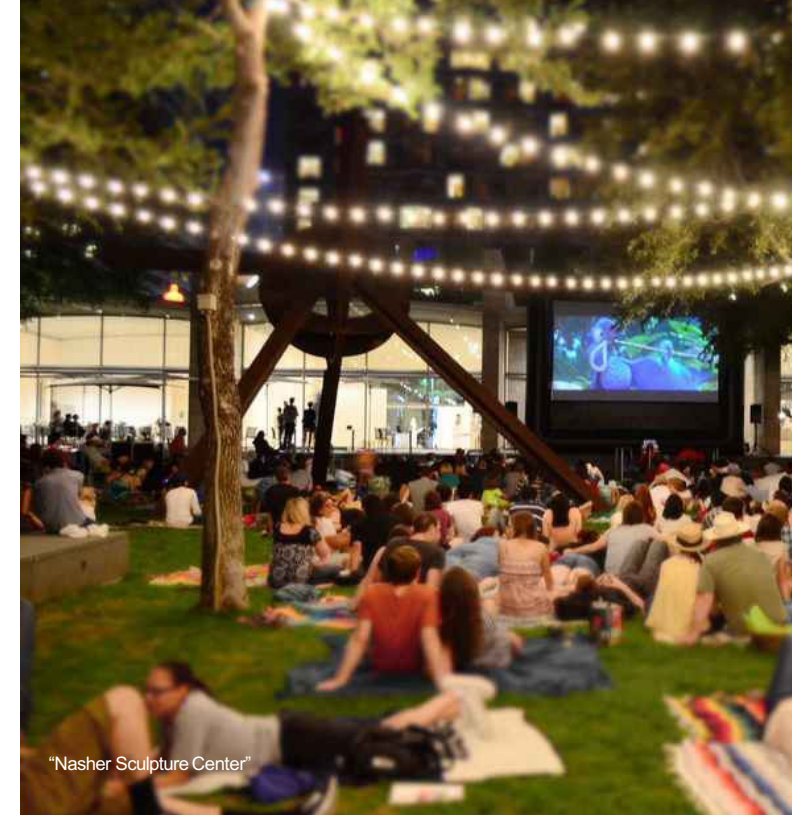
"Mariposa Denver," by Denver Housing Au-







"Bath Spa Amphitheater"



"Nasher Sculpture Center"



"Swann Fountain Philadelphia"



"The Rose," rendering by MSR Design



"Brown University Movie Night"





Hammock grove



Amphitheater



Farmer's market



Playfield



Playground



Food trucks



Dog park



Rooftop lounge &
green roof



**COMMUNITY
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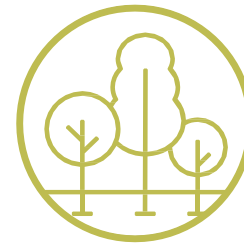
LIBRARY



RESIDENTIAL



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**COMMUNITY
SPACE**

WHAT WE'VE HEARD SO FAR



COMPONENTS TO TAKE INTO CONSIDERATION - ECONOMIC OPPORTUNITY

“It needs community gathering spaces where families and organizations can do outreach and help support the West Charlotte community.”

“Farmers market, grocery store, bank, small business incubator.”

COMPONENTS TO TAKE INTO CONSIDERATION - ECONOMIC OPPORTUNITY

“Maximize commercial space for vocational training and services that equip people to increase their own economic mobility. Use retail space for entrepreneurs only to support small business.”

“I think it would be important to include a low-end grocery store with a pharmacy. Also like to see outdoor areas that do not attract Canada geese.”

COMPONENTS TO TAKE INTO CONSIDERATION – MIXED-INCOME HOUSING

“I want the city/county to create and stick to actually having a significant number of affordable units.”

“If the mixed income areas are working in other areas and achieving what it was set out to achieve I think it'd be a good thing.”

COMPONENTS TO TAKE INTO CONSIDERATION – MIXED-INCOME HOUSING

“For safety and handicapped accessibility, I'd like to see condos with elevators and front doors facing the interior of the building, not the exterior of the building.”

“Maximize lower AMI units via deed restrictions for 50+ years. Use tax abatement and synthetic TIF's to include additional 30% AMI units.”

COMPONENTS TO TAKE INTO CONSIDERATION - COMMUNITY BUILDING & WELLNESS

"Street connection to Wilkinson Blvd is very important."

**"Access to healthy fruits &
vegetables."**

**"More parks and
connected greenways."**

**"First-rate library with an excellent children's department, parking
and more meeting spaces."**

COMPONENTS TO TAKE INTO CONSIDERATION - COMMUNITY BUILDING & WELLNESS

"Ensure development is integrated with rest of corridor, not isolated node."

**"Recreational sports
space."**

**"After school activities and
academic support."**

"Multi-use trails throughout the development which support overall development."

WHAT IS THE LIKELIHOOD THAT YOU WOULD CONSIDER MOVING TO A RESIDENCE LOCATED ON THIS SITE?

| | |
|-----|-------------------------------|
| 16% | Moderately or highly likely |
| 16% | Neutral to this question |
| 50% | Moderately or highly unlikely |
| 16% | No response to this question |

ADDITIONAL FEEDBACK - CONSIDERING A RESIDENCE AT DEVELOPMENT

"I would purchase a primary residence if that was an option."

"I love my neighborhood."

"Cannot get financing."

"I rented an apartment in Lake Wylie and my commute is well over an hour some days. I would love to be able to afford to buy a condo near where I work."

ADDITIONAL INPUT

“Boundaries need to be clearly defined on presentation/website.”

“Funding should be spread across West Blvd and Donald Ross to encompass entire community....spread money to fix up houses even Remount to Clanton Road. It is done in a lot of communities.”

“When does mixed-income really work (and not turn into gentrification)?

“Don't want redevelopment to be just this one site.”

ADDITIONAL INPUT

“Public transit is important so people don't have to have a car. Consider alternate modes of transportation.”

“I like that the library is upgrading and getting larger.”

“Keep low income housing plentiful and diversity in neighborhoods. Buildings need to be smaller and consistent with the neighborhood scale.”

“Have to think about the children - include parks and fields - getting kids more active and putting things they can interact with outside.”

WHAT WOULD YOU LIKE TO SEE AT THIS DEVELOPMENT?

- Affordable Housing
- Home Ownership Assistance
- Mixed-Use Athletic Field or Complex | Outdoor Recreation Space
- Affordable Grocery store with a Pharmacy
- Greenways, Parks, Trails
- First-Rate Library
- Safe Lighting, Ongoing Maintenance & Upkeep
- Easy Transportation Access (Bus, Bikes, Sidewalks, Crosswalks)
- Affordable Childcare Programs

Q&A



WEBSITE & SURVEY

bit.ly/westblvd

EMAIL

reddevelopment@mecklenburgcountync.gov

NEXT STEPS



WEBSITE & SURVEY

bit.ly/westblvd

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